

## ORDER



Orders  
 Order / Rev: 37564  
 Alt Order #: 08879010  
 Product Desc: ISSUE  
 Estimate: 618  
 Flight Dates: 10/23/12 - 10/29/12  
 Original Date / Rev: 10/10/12 / 10/10/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency  
 Name: Mentzer Media Services  
 Buying Contact:  
 Billing Contact:  
 600 Fairmont Avenue  
 Towson, MD 21286

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser  
 Name: Restore Our Future  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	36	\$138,350.00	\$117,597.50
10/29/12	10/29/12	5	\$10,100.00	\$8,585.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$138,350.00	\$117,597.50	0.00
November 2012	5	\$10,100.00	\$8,585.00	0.00
Totals	41	\$148,450.00	\$126,182.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	40%	\$148,450.00
Market	100%	\$371,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	15%	\$55,668.75
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	11%	\$40,823.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
8 News Now 6a M-F															
EYEWT NEWS MORN															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	-TWTF--	5	\$1,200.00	0.00										
2	8	10/23/12	10/26/12	CM	5-630p	-TWTF--	:30	8	1,700.00	LV2	0.00	NM	8	\$13,600.00	

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KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>EYEWT NEWS AT 5</b>																	
8 News Now 5-630p M-F																	
8 News Now 5-630p M-F																	
<b>ET/INSIDER</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TwTF--</u> Spots/Week <u>8</u> Rate <u>\$1,700.00</u> Rating <u>0.00</u>																	
E 3	8	10/23/12	10/26/12	7-8p Rotator		CM	7-8p		-TwTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
7-8p Rotator																	
<b>EYEWT NEWS AT 11</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TwTF--</u> Spots/Week <u>4</u> Rate <u>\$2,500.00</u> Rating <u>0.00</u>																	
5	8	10/23/12	10/26/12	Letterman		CM	1135p-1237a		-TwTF--	:30	4	\$950.00	LV2	0.00	NM	4	\$3,800.00
Letterman																	
<b>LETTERMAN</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TwTF--</u> Spots/Week <u>4</u> Rate <u>\$950.00</u> Rating <u>0.00</u>																	
E 6	8	10/24/12	10/24/12	Wed 10-11p		CM	10-11p		--W----	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
CSI																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>--W----</u> Spots/Week <u>1</u> Rate <u>\$15,000.00</u> Rating <u>0.00</u>																	
E 7	8	10/25/12	10/25/12	Thu 9-10p		CM	9-10p		---T---	:30	1	\$20,000.00	LV1	0.00	NM	1	\$20,000.00
Person Of Interest																	
<b>PERSON OF INTEREST</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$20,000.00</u> Rating <u>0.00</u>																	
8	8	10/27/12	10/27/12	Sat 7-8p - ET Wknd		CM	7-8p		-----S-	:30	2	\$600.00	LV2	0.00	NM	2	\$1,200.00
Ent Tonight Weekend																	
<b>ET WKND</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S-</u> Spots/Week <u>2</u> Rate <u>\$600.00</u> Rating <u>0.00</u>																	
9	8	10/27/12	10/28/12	8 News Now 11p	Sa/SuCM		11-1135P		-----SS	:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00
8 News Now Sa/Su 11p																	
<b>EYEWT NEWS SA</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----SS</u> Spots/Week <u>2</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>																	
E 10	8	10/28/12	10/28/12	8 News Now Sun AM #	CM		8 News Now Sun A-----S		:30	3	\$700.00	LV1	0.00	NM	3	\$2,100.00	
#CM																	
8 News Now Sun AM #1																	
<b>8 NEWS NOW</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>3</u> Rate <u>\$700.00</u> Rating <u>0.00</u>																	
E 11	8	10/28/12	10/28/12	CBS News Sunday Morr@M			CBS Sunday Morn-----S		:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00	
CBS News Sunday Morning																	
<b>CBS SUN MORN</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>2</u> Rate <u>\$2,500.00</u> Rating <u>0.00</u>																	
E 12	8	10/28/12	10/28/12	Sun 9-10p		CM	9-10p		-----S	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
The Good Wife																	
<b>GOOD WFIE</b>																	
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$10,000.00</u> Rating <u>0.00</u>																	
E 13	8	10/29/12	10/29/12	8 News Now 6a M-F		CM	6-7a		M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 News Now 6a M-F																	
<b>EYEWT NEWS MORN</b>																	
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,200.00</u> Rating <u>0.00</u>																	
14	8	10/29/12	10/29/12			CM	5-630p		M-----	:30	2	\$1,700.00	LV2	0.00	NM	2	\$3,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 5-630p M-F											
				8 News Now 5-630p M-F											
<b>EYEWT NEWS AT 5</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2	\$1,700.00								
E 15	8	10/29/12	10/29/12	7-8p Rotator 7-8p Rotator		CM	7-8p		M-----	:30	1	\$3,000.00	LV1	0.00	NM
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1	\$3,000.00								
E 16	8	10/29/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F		CM	11-1135p		M-----	:30	1	\$2,500.00	LV1	0.00	NM
<b>EYEWT NEWS AT 11</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1	\$2,500.00								
E 17	8	10/24/12	10/24/12	Wed 9-10p Criminal Minds		CM	9-10p		--W----	:30	1	\$22,450.00	LV1	0.00	NM
<b>C MINDS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W----		1	\$22,450.00								
E 18	8	10/28/12	10/28/12	Sun 7-8p 60 Minutes		CM	7-8p		-----S	:30	1	\$24,000.00	LV1	0.00	NM
<b>60 MINUTES</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1	\$24,000.00								
												Totals	41	\$148,450.00	